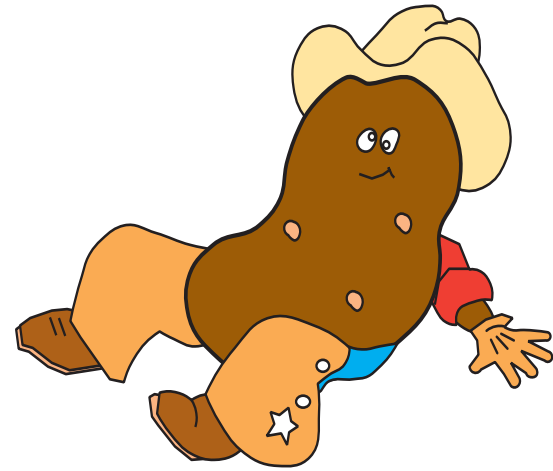


MERCHANDISING IDEAS

LONE STAR WAY TO 5 A DAY



- Have staff members dress in their favorite western attire, including jeans, shirts, bandanas and cowboy hats.
- Create a “wild west” atmosphere with corrals (cut out shapes from poster paper), tumbleweeds and cactus. To make cactus, cut out cactus shapes from poster paper. Put two shapes together and glue or staple together. Leave an opening large enough to stuff paper, tissue or cotton inside. Seal the opening. Stick toothpicks in the “cactus” to create stickers. Look real!
- Get old pairs of jeans and stuff tightly with newspapers. Set the jeans upright and put “on” an old pair of boots. Position several jeans throughout the cafeteria in different stances. These look really fun!
- Decorate the serving line with bandanas, miniature hay bales and ropes. Use washtubs and baskets to merchandise your products.
- Cut out shapes of sheriff’s badges from cardboard. Cover with foil and glue pin on back. Make enough for each staff member.
- Use poster or brown parcel wrapping paper (light brown would be a good color) for tables. Arrange for an art or history class or another group to paint or draw different cattle brands on the paper.